



JOSH MANDEL

Revision #: 0 Date: 8/30/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2645
Media: TV Description: OH US SEN JOSH MANDEL SEPT4-SEPT 10
Product: GENERAL Flight Start Date: 9/4/12 5:00:00 AM
Market: Cincinnati Flight End Date: 9/10/12 4:59:00 AM

#53547

Add \$600

Separation between spots: 30

Window opens!

4
5
①
6
1
②
8
9
10
11
12

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 9/4	Wed 9/5	Thu 9/6	Fri 9/7	Sat 9/8	Sun 9/9	Mon 9/10	Total Spots
WKRC-TV													
25	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$800.00	\$680.00	P2 30	0	0	1	0	0	0	0	1
26	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$250.00	\$212.50	P2 30	0	0	0	0	0	0	1	1
27	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$400.00	\$340.00	P2 30	1	0	0	0	0	0	0	1
28	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$125.00	\$106.25	P3 30	0	0	0	0	0	0	1	1
31	Su 10:00a-10:30a SUNDAY MRN-CBS	WK	\$225.00	\$191.25	P3 30	0	0	0	0	0	1	0	1
32	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$1,200.00	\$1,020.00	P2 30	1	0	0	0	0	0	0	1
33	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	\$350.00	\$297.50	P3 30	0	0	0	0	0	0	1	1
35	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$400.00	\$340.00	P3 30	0	0	0	1	0	0	0	1
36	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$1,500.00	\$1,275.00	P2 30	0	0	1	0	0	0	0	1
38	Sa 6:00p-6:30p NEWS	EN	\$250.00	\$212.50	P3 30	0	0	0	0	1	0	0	1
40	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$1,700.00	\$1,445.00	P2 30	0	1	0	0	0	0	0	1



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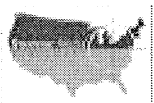
Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 9/4	Wed 9/5	Thu 9/6	Fri 9/7	Sat 9/8	Sun 9/9	Mon 9/10	Total Spots
WKRC-TV													
13 43	Su 6:00p-7:00p BENGALS PRE GAME 9/10	EN	900.00 500	\$765.00	30	0	0	0	0	0	1	1	1
3 436	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	400.00 800	340.00 P2	30 1/2	0	0	0	0	0	0	0	2
14 437	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$125.00 P3	\$106.25	15	0	0	0	2	0	0	0	2
15 438	MTuWThF 7:00a-8:00a EARLY SHOW	EM	\$200.00 P2	\$170.00	15	0	0	2	0	0	0	0	2
16 439	MTuWThF 5:00p-5:30p LOCAL12 NEWS-5<	EN	1,200.00 600	\$1,020.00 P2	15	0	2	0	0	0	0	0	2
17 440	MTuWThF 5:30p-6:00p LOCAL12 NW-530<	EN	\$700.00 P3	\$595.00	15	0	0	2	0	0	0	0	2
18 441	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$750.00 P3	\$637.50	15	0	2	0	0	0	0	0	2
19 442	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	250.00 P2	\$212.50	15	0	0	0	2	0	0	0	2
20 443	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$850.00 P3	\$722.50	15	0	0	2	0	0	0	0	2
21 444	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$400.00 P3	\$340.00	15	0	0	0	0	0	0	2	2

Per Whitney email 8/31.

Save 400

Save 600



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Product: GENERAL Flight Start Date: 9/4/12 5:00:00 AM
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Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Tue 9/4	Wed 9/5	Thu 9/6	Fri 9/7	Sat 9/8	Sun 9/9	Mon 9/10	Total Spots
22	WKRC-TV	P4											
445	Su 7:00p-10:00p BENGALS 9/10	RT	\$3,250.00 2500	\$2,762.50	15	0	0	0	0	0	X	0 2	2
Total Spots:						4	5	8	5	1	4	5	32
Total Cost:			\$24,350.00	\$20,697.50									
Total													
SEP 12			\$24,350.00	\$20,697.50									32

Signature: _____

Disclaimer:

total save
2500.

Add



Summary by Station/System

Date: 8/30/2012

Client: OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 2645
Media: TV **Description:** OH US SEN JOSH MANDEL SEPT4-SEPT 10
Product: GENERAL **Flight Start Date:** 9/4/12 5:00:00 AM
Market: Cincinnati **Flight End Date:** 9/10/12 4:59:00 AM

Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	32	\$24,350.00	100%	\$20,697.50	100%
Market Total:	32	\$24,350.00		\$20,697.50	

Jacobs, Sarah

From: Whitney Eversole [WEversole@strategicmediaplacement.com]
Sent: Friday, August 31, 2012 9:08 AM
To: Meghan Hughes <Meghan.Hughes@nccmedia.com> (Meghan.Hughes@nccmedia.com); Steinbrunner, Karen (karen.steinbrunner@twcable.com); amark@viamediatv.com; Paul, Tasha (tasha.paul@twcable.com); Daniel.baylog@scripps.com; Jacobs, Sarah; agoetz@fox19.com; bsommerkamp@hearst.com; youngb@wews.com; Zarlenga, John (John.Zarlenga@fox8.com); Kizler, Denel (dkizler@wkyc.gannett.com); Morley, Renee (RMorley@woio.com); Ryan Hayes (Ryan.Hayes@10tv.com); TVivo@wcmh.com; lluthman@sbgnet.com; tdangelo@sbgnet.com; Michelle.Teska@cmgohio.com; Kathy Umbreit (Kathy.Umbreit@WDTN.com); ckemper@sbgnet.com; Ambron, Ian (Ian.Ambron@petrymedia.com); anjie.brady@petrymedia.com; lsanders@wtol.com; Gerken, Mary (mary.gerken@13abc.com); Vogt, Jodi (jvogt@wnwo.com)

Cc: Kegan Beran

Subject: MANDEL 15s

Good Morning,

Since the 15 second spot is not yet approved we do not want to hold up any log deadlines. Please convert any 15s to 30s on Tuesday, the spot should be sent sometime today. Continue running the same 30 you have been

ACCOUNTABLE TVGENMAND1223H 00:00:30 100%
ACCOUNTABLE TVGENMAND1223 00:00:30 100%

Thanks

Whitney Eversole

The Strategy Group for Media/Strategic Media Placement

7669 Stagers Loop Drive, Delaware, OH 43015

weversole@strategygrouppmedia.com

O. 740-201-5530

M. 614-537-1390

The Gooding House

8/31/2012

Jacobs, Sarah

From: Jacobs, Sarah
Sent: Friday, August 31, 2012 9:24 AM
To: 'Whitney Eversole'
Subject: RE: JOSH MANDEL
Got it!
Thanks and special thanks for buying the 9/10 game.
You do have the spots on Sunday. However, it is a Monday Night game.
I'm putting them in on Monday 9/10 (you line comment says 9/10, but the spots are shown placed under Sunday's column).
Thanks
SAJ

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Thursday, August 30, 2012 5:50 PM
To: Jacobs, Sarah
Subject: JOSH MANDEL

Hello,
Attached is a buy for Josh Mandel that starts Sept 4. Please note, there are 30s and 15s on the buy, please treat the 15s as bookends. We will be sending traffic instructions tomorrow along with new 15 second spot via DG. Checks are on their way via Fedex.

Thanks, please confirm

Whitney Eversole
The Strategy Group for Media/Strategic Media Placement
7669 Stagers Loop Drive, Delaware, OH 43015
weversole@strategygroupmedia.com
O. 740-201-5530
M. 614-537-1390
[The Gooding House](#)

Jacobs, Sarah

From: Whitney Eversole [WEversole@strategicmediaplacement.com]

Sent: Friday, August 31, 2012 10:49 AM

To: Jacobs, Sarah

Subject: RE: WKRC \$2500, Mandel

thanks

From: Jacobs, Sarah [mailto:SJacobs@local12.com]

Sent: Friday, August 31, 2012 10:12 AM

To: Whitney Eversole

Cc: Dienger, Whitney

Subject: WKRC \$2500, Mandel

Importance: High

Per my call:

Line #43 changed to \$500 P4

Line #439 changed to \$600 P2

Line #445 changed to \$2500 P4

Total savings to you = \$2500

Add:

Late News Sat 9/8 11-1135pm 2x :15s at \$400 each P3

Late News Sun 9/9 11-113pm 2x :15s at \$400 each P3

Sat 9/8 9 US Open Championship 12-6pm 1x @\$500 P3

Mon 9/10 530-6pm News 1x \$400 P3

Total \$2500

Please confirm.

Thanks

SAJ

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

8/31/2012

Jacobs, Sarah

From: Jacobs, Sarah
Sent: Friday, August 31, 2012 11:10 AM
To: 'Whitney Eversole'
Cc: Dienger, Whitney
Subject: RE: WKRC \$2500, Mandel
And I owe you \$600 more. Due to change on line #439.
I'd like to add 1x 4-430pm on Wed 9/5 at \$300 P3
And 1x 430-5p on Thursday 9/6 at \$300 P3

Please confirm.

This last addition will balance the order (while also giving you more frequency that originally ordered)
Thanks again
SAJ

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, August 31, 2012 10:49 AM
To: Jacobs, Sarah
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Sat 9/8 9 US Open Championship 12-6pm 1x @\$500 P3
Mon 9/10 530-6pm News 1x \$400 P3
Total \$2500

Please confirm.

Thanks

SAJ

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/ Local 12.2 The CW Cincinnati
513/763-5672

8/31/2012

Dienger, Whitney

From: Jacobs, Sarah
Sent: Friday, August 31, 2012 11:17 AM
To: Dienger, Whitney
Subject: FW: WKRC \$2500, Mandel

From: Whitney Eversole [mailto:WEversole@strategicmediaplacement.com]
Sent: Friday, August 31, 2012 11:10 AM
To: Jacobs, Sarah
Subject: RE: WKRC \$2500, Mandel

ok

From: Jacobs, Sarah [mailto:SJacobs@local12.com]
Sent: Friday, August 31, 2012 11:10 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: RE: WKRC \$2500, Mandel

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8/31/2012

thanks

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Mon 9/10 530-6pm News 1x \$400 P3

Total \$2500

Please confirm.

Thanks

SAJ

Sarah Jacobs

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

8/31/2012

Order / Rev: 53547

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2645

Local 12 WKRC-TV

Flight Dates: 09/04/12 - 09/10/12

Estimate: 2645 OH Senate

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKRC	09/06/12	09/06/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	---1----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1----	1	\$800.00	0.00								
N 5	WKRC	09/10/12	09/10/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	1-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$250.00	0.00								
N 6	WKRC	09/10/12	09/10/12	CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$125.00	0.00								
N 7	WKRC	09/09/12	09/09/12	CBS Sun Morning	CM	10:00 AM-10:30 AM (10:00 AM-10:30 AM)	-----1	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1	1	\$225.00	0.00								
N 8	WKRC	09/10/12	09/10/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$350.00	0.00								
N 9	WKRC	09/07/12	09/07/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	----1--	1	\$400.00	0.00								
N 10	WKRC	09/06/12	09/06/12	6p Local 12 News at Six	CM	6p-630p	---1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1----	1	\$1,500.00	0.00								
N 11	WKRC	09/08/12	09/08/12	6pm Local 12 News Sat	CM	6p-630p	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1-	1	\$250.00	0.00								
N 12	WKRC	09/05/12	09/05/12	11p M-F Local 12 News	CM	11p-1135p	--1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	--1-----	1	\$1,700.00	0.00								
N 13	WKRC	09/10/12	09/10/12	Bengals Pre Game 9/10	CM	6p-7p	1-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/10/12	09/16/12	1-----	1	\$500.00	0.00								
N 14	WKRC	09/07/12	09/07/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-----1--	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	-----1--	1	\$250.00	0.00								
N 15	WKRC	09/06/12	09/06/12	CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	---1----	:15/:15	1	\$400.00	P-2	0.00	BK	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1----	1	\$400.00	0.00								
N 16	WKRC	09/05/12	09/05/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	--W----	:15/:15	1	\$1,200.00	P-2	0.00	BK	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	--W----	1	\$1,200.00	0.00								
N 17	WKRC	09/06/12	09/06/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	---1----	:15/:15	1	\$1,400.00	P-3	0.00	BK	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/03/12	09/09/12	---1----	1	\$1,400.00	0.00								
N 18	WKRC	09/05/12	09/05/12	6p Local 12 News at Six	CM	6p-630p	--1-----	:15/:15	1	\$1,500.00	P-3	0.00	BK	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

